A comparative analysis of the purchase motivations of Fair Trade products: the impact of social capital*

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Abstract - **Objective of this paper is to analyse the motivations in the purchase of Fair Trade (FT) food products sold in the World Shops (WS) in order to characterize WS consumer profiles according to the ethical content of their motivations. A questionnaire has been distributed, at this end, to a sample of consumers in Emilia Romagna, Puglia and in Campania. A principal component analysis has been performed in order to identify the main motivations in the purchase. On the basis of these results, consumers have been classified, by applying a cluster analysis, in homogenous segments. The cluster analysis reveals that 76% of consumers in Emilia Romagna buy FT products for an ethical motivation, 56% of consumers in Puglia and 43% of consumers in Campania buy these products for an ethical motivation. These percentages reflect the rank of social capital, intended as the civicness component a la Putnam, of the regions analysed. These results show a clear relationship between the civicness component of social capital *a la* Putnam and the diffusion of consumer social responsibility, even in the niche market of WSs consumers.**

Keywords - ethical consumer, fair trade, social capital.
Jel Classification : D12, I31, L31, Z13

I. INTRODUCTION

A recent feature of consumer demand in developed countries is the increasing interest in the consumption of products incorporating ethical aspects related to their production process which has to respect some global labour and/or environmental standards (1).

In fact, consumers' well-being in advanced countries reached a level such that ethical motivations can affect the choice of products, and, particularly of food; in some European countries, ethical or socially responsible consumption has become a mass habit rather than a niche occasion (2) (3).

Among goods whose production process guarantees some ethical standards, Fair Trade products are the most known and their market share is growing up to become relevant in some countries and for some products.

Fair Trade (FT) products are distributed by non-profit organizations whose goal is to foster the socio-economic development of disadvantaged populations, through the international trade of food and handicraft products (4) (5) (6) (7) (8). FT products are sold under a certified brand in the large-scale retail market or through the network of World Shops (WSs); in these shops, consumers can also find products manufactured by national social cooperatives aiming at employing particularly disadvantaged people (former convicts, former drug addicts, physically or mentally disable people).

This paper is intended to gather and analyse the motivations behind the purchase of FT food products in order to draw up the WS's consumer profiles, in relation to the higher or lower ethical content of the purchase motivation.

To this end, a questionnaire has been distributed to a sample of 200 WS's consumers in Emilia Romagna and to a sample of the same size in Campania and in Puglia.

These regions have been chosen because of their very different social capital endowment, intended in the sense of the civicness component of Putnam (9) (10).

The scores of all the purchase motivations stated during the interviews have been analysed according to the principal component analysis in order to point out the main purchase motivations (Ethics or Social Responsibility, Curiosity, Care for Health or the Information on the product). Then a hierarchical cluster analysis has been applied in order to divide the sample consumers into homogenous market segments according to their main purchase motivation.

The results obtained show that the ethical purchasing motivation of FT products is prevalent in Emilia Romagna, less widespread in Puglia and even less in Campania, which presents the lowest level of social capital among the three regions. However in Campania, the ethical motivation prevails for those consumers who have been purchasing for a long time.

These results show a clear relationship between the civicness component of social capital *a la* Putnam and the diffusion of consumer social responsibility, even in the niche market of WSs consumers. The results obtained also support the idea that World Shops contribute to the diffusion of innovative models of consumption; particularly, consumption can become an instrument of diffusion of social responsibility among consumers and, through consumer pressure, among for profit producers.

II. THE ETHICAL COMSUMER

There are few studies aimed to outline the profile of the so-called ethical or socially responsible consumers and particularly of those who buy FT products. Basically, the profile of socially responsible consumers for Italy coincides with the profile of consumers buying organic farming products: they are women, mainly living in the North-East, with a medium-high level income and high-level education. The higher presence of women could be partly explained since they are responsible for household food purchases.

Variables like female gender, education, lower age, higher income, sensitivity toward environmental and welfare issues also explain the willingness to pay a premium for FT coffee in the US (11); in France lower age (12) and gender distinction (13) are observed among consumers sensitive toward ethical issues while in Belgium lower age, higher education and no income distinction characterise FT buyers (14).

Mannheimer (2) reports that 50% of the Italian population, in October 2003, declared having purchased a FT product at least once during the year, while 30% have more frequent purchasing habits (this percentage was equal to 19% in the study carried out the previous year). The most frequent habits are found among those who have higher levels of education but have a cross-party political attitude.

With reference to a survey on a representative sample of the Italian population, carried out in November 2002 (3), 29% of the interviewees declared to be socially responsible consumers, out of which, 16% buy FT products, 11% implement other forms of socially responsible consumption (like purchase from the Community Supported Agriculture[1]), 11% make household economizing (like Bilanci di Giustizia[2]), 0.4% practice forms of solidarity finance and 0.2% of responsible tourism. Of all the interviewees, 55% of those who practice forms of socially responsible consumption or saving, are female, with a medium-high level education. The level of human capital seems to play a central role in the influence on the willingness to consume according to a socially responsible style: the percentage of socially responsible consumers passes from 0% of the interviewees with no education to 50% in the group of interviewees with a university degree. As to the working condition, the percentage of socially responsible consumers is very high, and follows a decreasing order from managers to professionals or entrepreneurs to employees and students. The authors noticed a higher concentration of socially responsible consumers in Northern-Eastern Italy and highly-inhabited towns (>100.000 inhabitants). Prevailing purchasing motivations are: to give a social aim to consumption and avoid contributing to social unfairness, for example to the exploitation of child labour. Socially responsible consumers perform boycotting activities or other forms of civil protest (marches, demonstrations, sending of protesting letters to newspapers and politicians) more than the non-socially responsible interviewees. As to the political belief, there is a lower concentration of socially responsible consumers among those who follow the right-wing party. Last, the level of individual social capital of ethical consumers is higher, given the higher percentage of interviewees stating that they trust on local and community institutions and that being a citizen means to be active in social organizations whose aim is that of protecting the rights of the weakest.

In a sample of consumers of the large-scale food retail trade (15), representative of the population in the province of Milan, 27% of the interviewees buy FT products. Out of them, 58% are women, with children (the average number of family members is equal to 3), between 35 and 44 years of age, with an educational qualification of a higher level. This study also shows that there is a clear matching between the purchase of FT products and a university degree. The most purchased products are: coffee, chocolate or cocoa, tea.

[1] A group of consumers pay in advance for a weekly basket of fruit and vegetables over a period of six month to a year; the production is guaranteed to be grown without synthetic products, but is non necessarily organic.

[2] Bilanci di Giustizia is a group of around 500 families all over Northern Italy. Their members are guided by the idea of safeguarding the environment, of doing justice to developing countries and of promoting social initiatives etc. They judge the success of their household savings by the reduction in their monthly expenses which they sum up in monthly balance sheets.

The mode of the willingness to pay more for these products of the whole sample is 15-16%.

Similarly, from the interviews at WSs in some Italian regions (16), around 65% of interviewees are women, relatively young (average age: 34 years), with 14 average years of education and 2371 € of monthly net family income. Mainly, they are students (32%) and volunteers of lay associations (32%) and religious associations (20%) buying FT products mainly at specialised shops (75%) but also at large-scale retail shops (20%); 2/3 of the purchased products are food. Last, 58% of the interviewees have known FT products because of friends.

III. THE SAMPLE AND THE QUESTIONNAIRE

The provinces chosen to carry out this study are those with the highest number of World Shops, therefore, exactly where the Fair Trade is quite popular within the community. They are Bologna, Modena and Ferrara in Emilia Romagna, Naples and Salerno in Campania and Bari and Brindisi in Puglia.

The above provinces have the social capital endowment, with respect to the civicness component, which is closer to Putnam's definition (9) (10), reported in table 1.

Table 1 Civicness index

Province	**Index**
Bologna	77.94
Modena	75.50
Ferrara	69.14
Brindisi	32.82
Bari	23.26
Salerno	12.77
Naples	10.27

Source: (17)

The questionnaire was distributed in the World Shops belonging to the above-mentioned provinces. Particular care was given to the involvement of occasional customers.

The questionnaire is divided into sections concerning: purchasing habits, relation with non-FT products, ethical activities and consumer socio-economic characteristics.

The first section, concerning WS consumers' purchasing habits, probes on the occasion the consumer first knew about the existence of Fair Trade and the frequency of their purchases. Furthermore, the overall expenditure of the last purchase and the kind of goods that are normally purchased are also asked. A specific part of this section is devoted to the assessment of purchasing motivations: the scale of the semantic differential was used in order to ask respondents to give a score from 1 to 5 to a series of purchasing motivations.

The second section focused on the analysis of the relation between WS consumers and non-FT branded products. In fact, consumers were asked whether and why they buy traditional products too – in addition to the kinds of products they normally acquire at WSs.

To find the more or less ethical profile of consumers, consumers were asked whether they belonged to a Group of Fair Purchasing[3], whether they never practiced responsible tourism, ethical savings and/or boycotts of companies behaving unfairly.

The last section of the questionnaire was focused on the assessment of the socio-economic characteristics of respondents. Particularly, the following data were collected: gender, age, income, educational qualification, profession and association membership.

IV. DESCRIPTIVE ANALYSIS

A. Purchasing habits

With regards to the familiarity and knowledge modes as to FT products, we found out that most of respondents have already acquired some products at the World Shops (table 2).

As to the knowledge modes, we got multiple replies. For the three samples, the most frequent modes are: "friends" and "getting into a shop"; relevant differences are found only for the frequency of "fairs/exhibitions/local street markets", which is the third knowledge mode for the sample in Emilia Romagna but not so important for consumers in

[3] The Groups of Fair Purchasing (FPG) are made of people who meet to buy wholesale food products and commodities to be re-distributed among them, looking for a direct contact with producers.

Campania and in Puglia. Instead, the media have little influence on the promotion of Fair Trade; that is not surprising since WSs have deliberately chosen not to use conventional promotional channels and only recently the media start caring for this phenomenon.

Table 2 – Fair Trade knowledge

Questions	Emilia Romagna	Campania	Puglia
		%	
Is it the first time that you buy FT products?			
No	90	88	93
Yes	10	12	7
Total	**100**	**100**	**100**
How have you known FT products?*			
Getting into a shop	33	29	44
Friends	36	43	38
Relatives	7	6	16
Associations/group	21	23	22
Newspapers/magazines	11	6	11
Radio/TV	2	5	1
Fairs/exhibitions/local street markets	23	5	15
Internet	1	3	2

*Multiple replies were admitted

The second aspect concerns the purchasing habits, as reported in table 3.

From that, one can find two consumer subgroups for the three samples: the first is made of regular customers who make at least one purchase per month and a second subgroup of occasional consumers who buy FT products only when the opportunity comes along and who represent a third of the respondents of the three samples.

Table 3 – Purchasing frequency

Questions	Emilia Romagna	Campania	Puglia
		%	
How often do you FT products??			
more than once in a week	7	10	10
once in a week	13	12	21
more than once in a month	18	20	21
once in a month	10	8	7
for a party	10	9	13
Sometimes	33	34	31
Seldom	9	7	7
Total	**100**	**100**	**100**
Which is the amount of the last purchase?			
< 5 €	19	20	14
5 - 10 €	33	28	22
10 – 15 €	20	22	30
15 - 25 €	16	20	19
> 25 €	12	10	15
Total	**100**	**100**	**100**
Which product do you buy?*			
Coffee	59	43	44
Tea/herbal tea	61	59	61
Chocolate	52	77	67
Cacao	30	27	28
Sugar	32	22	37
Jam/honey	32	29	37
Rice	24	14	0
Pasta	18	12	18
Other food products	34	34	56
Craft-made products	67	85	87
Other products	16	23	24

*Multiple replies were admitted

The figures concerning the latest expenditure amount show that that there is no expenditure prevailing on the others which confirms the presence of occasional consumers.

With reference to the absolute frequencies, the most frequently purchased foodstuffs are: chocolate, tea/herbal tea and coffee. Particularly, Puglia and

Campania inhabitants purchase more chocolate and less coffee than Emilia Romagna inhabitants, probably because they are attached to the taste of local coffee.

Last, the table also shows that the percentages of consumers acquiring daily products such as pasta, rice and sugar are low; that proves that WSs find hard to sell these products that are not perfect substitute, to the consumers' eyes, of non-Fair Trade branded products.

Table 4 – Relationship with non-Fair Trade products

Questions	Emilia Romagna	Campania	Puglia
		%	
Do you also buy traditional (non-FT) products?			
No	31	15	23
Yes	69	85	77
Total	**100**	**100**	**100**
If yes, why?			
I am not always willing to pay a higher price	23	21	26
It is easier to find	37	36	30
I like to shift from one to another	26	11	21
Not all in my family prefer FT products	10	27	15
Other	5	5	8
Total	**100**	**100**	**100**

The loyalty of consumers to Fair Trade branded products may be drawn from table 4: a clear-cut majority of respondents also buys non-FT branded products.

The reason for this choice is mainly due to the fact that FT products are not easily found. Besides, 26% of respondents in Emilia Romagna are not loyal because they consider traditional products as the way to change the range of purchased goods, 27% of respondents in Campania are not loyal because other family members do not like these products, while 26% of respondents in Puglia are not loyal because they are not always willing to pay a higher price for these products.

B. Social responsibility

Information on the more or less ethical characterization of the consumers in our sample, through the participation rate in highly ethical activities, are reported in table 5.

The analysis of table 5 shows that FPG membership is the less frequent ethical activity. In fact, only a slight share of consumers, in the three samples, follows this ethical consumption initiative. Furthermore, it is the only ethical practice where there are appreciable differences in the replies given by the three samples; particularly consumers in Campania are more active than consumers in Puglia and in Emilia Romagna.

Table 5 – Ethical activities made by respondents

Questions	Emilia Romagna	Campania	Puglia
	%	%	%
FPG membership			
No	91	82	92
Yes	9	18	8
Responsible tourism			
No	72	68	68
Yes	28	32	32
Ethical savings/solidarity financing			
No	69	70	59
Yes	31	30	41
Boycotting			
No	32	39	35
Yes	68	61	65
Membership of groups or associations			
No	44	37	41
Yes	56	63	59
TOTAL	**100**	**100**	**100**

The table also shows the rate of participation in other activities considered as ethical activities: particularly, there is quite a good participation in boycotting activities and most of respondents are members of groups or associations. Last, almost one third of respondents practice responsible tourism activities and ethical saving activities.

C. Socio-economic characteristics

Table 6 shows the socio-economic characteristics of respondents: mainly women, with a diploma and aged between 20 and 40. As to the profession, most of the respondents are students or employees.

Table 6 - Socio-economic characteristics of respondents

Questions	Emilia Romagna	Campania	Puglia
		%	
Gender			
Female	60	54	69
Male	40	46	31
Educational level			
Primary school	2	1	4
Secondary school	14	9	11
High school	51	63	51
University degree	28	25	29
Post-bachelor studies	5	3	6
Job-market situation			
Craftsman	4	3	4
Tradesman	4	3	3
White collar	14	14	16
Blue collar	8	2	4
Housewife	2	1	7
Student	27	47	21
Unemployed	2	9	7
Retired	6	2	5
Occasional worker	4	2	5
Professional	9	4	12
Teacher	8	7	9
Entrepreneur	2	3	1
Other	10	2	8
Age			
up to 20 years old	11	15	6
21 - 30 years old	33	55	28
31 - 40 years old	28	20	36
41 - 50 years old	14	8	16
51 - 60 years old	8	1	8
> 60 years old	5	2	6
Annual gross household income			
< 5 th €	6	4	7
5 - 10 th €	9	14	15
10 - 20 th €	25	30	31
20 - 30 th €	34	26	24
30 - 40 th €	19	24	19
40 - 50 th €	6	2	3
> 50 th €	1	0	1
TOTAL	**100**	**100**	**100**

Last, the table shows the prevalence of gross annual income between 20 and 30 thousand € per family in Emilia Romagna and between 10 and 20 thousand € per family in Campania and in Puglia.

V. THE METHODOLOGY AND THE RESULTS

The purchasing motivations for FT food products, which we will define as elementary, have been processed according to three steps: detection of the main purchasing motivations, classification of consumers according to the purchasing behavioural patterns and market segmentation.

In the first step the data of the semantic differential applied to the purchasing motivations were processed in order to determine the main purchasing motivations for WS consumers.

In the second step respondents were classified according to homogenous groups on the basis of the main previously-assessed components of choice. During the last step, the reference market has been segmented.

The scores given to each elementary purchasing motivation could not be directly used for the differentiation of the main purchasing components but a principal component analysis was applied in order to draw synthetic indicators of the behavioural patterns. On the basis of these results, consumers were segmented through a hierarchical procedure of cluster analysis (18).

The results obtained are that consumers choose Fair Trade products because of three main motivations: i) *"Ethics" or "Social responsibility"*, ii) *"Caring for*

product information" or "Caring for health" and iii)*"Curiosity"*.

A. Results from Emilia Romagna

The application of the principal component analysis for the Emilia Romagna sample is supported by the KMO results and the Bartlett test on sphericity[4] shown in table 7.

Table 7 –KMO and Bartlett tests

KMO (Keiser Meyer Olkin) test		0.676
Bartlett test	appross.	326.74
	df	45
	Sig.	0.0000

The three components extracted explain 56% of the phenomenon variance.[5]

Table 8 – Eigenvalues and percentage of total variance explained

	Eigenvalues			Histogram
Component	Variance	%	%	
1	2.53	25	25	*************************
2	1.90	19	44	*******************
3	1.20	12	56	************
4	0.95	10	66	*********
5	0.81	8	74	********
6	0.65	7	80	*******
7	0.62	6	87	******
8	0.53	5	92	*****
9	0.42	4	96	****
10	0.39	4	100	***

Method: Principal component analysis

By interpreting the results of table 9 the main purchasing components are detected. Particularly, the principal component may be synthetically defined as **Ethics** since it is made of the motivations that push consumers to buy, inhering in principles of solidarity and fairness (Respect of guarantees for the workers involved in the product manufacturing and Solidarity) and interest in the knowledge of other civilizations and in the safeguard of traditional production techniques (Knowledge of history and tradition related to the product, The information supplied concerning the ways to prepare the product).

Table 9 – Component matrix rotated*

Elementary motivations	**Component**		
	1	**2**	**3**
Knowledge of history and of traditions related to the product	0.86	-0.05	0.03
The information supplied concerning the ways to prepare the product	0.73	0.17	0.15
Respect of guarantees for the workers involved in the product manufacturing	0.72	-0.10	0.08
Solidarity	0.56	0.12	-0.02
Because friends/relatives buy it	-0.04	0.77	-0.25
To have a different product	0.07	0.75	0.18
Curiosity	0.08	0.71	0.08
Price	0.03	0.56	0.09
Quality/Wholesomeness of the product	-0.08	0.03	0.88
Genuine/Made from organic farming	0.35	0.12	0.66

Rotation method: Varimax with Kaiser normalisation
* The rotation has reached convergence in 4 iterations

The second component may be defined as **Curiosity**, since it is made of motivations linked to the experimentation of new consumption patterns (Curiosity, To have a different product and Because friends/relatives buy it).

The last extracted component is defined as **Caring for health**, since it is made of motivations linked to the request for guarantees about the quality of foodstuff. (Quality/Wholesomeness of the product and Genuine/Made from organic farming).

On the basis of these results, we detected homogenous groups of consumers (table 10)[6].

[4] The KMO (Keiser Meyer Olkin) measure of sampling adequacy verifies whether partial correlations between variables are small. The Bartlett test on sphericity verifies whether the correlation matrix is a matrix of identity, which would imply the inadequacy of the factorial model.

[5] The number of extracted components was drawn on the basis of the Kaiser's rule according to which only the main components corresponding to an eigenvalue which is higher than or equal to 1 are kept.

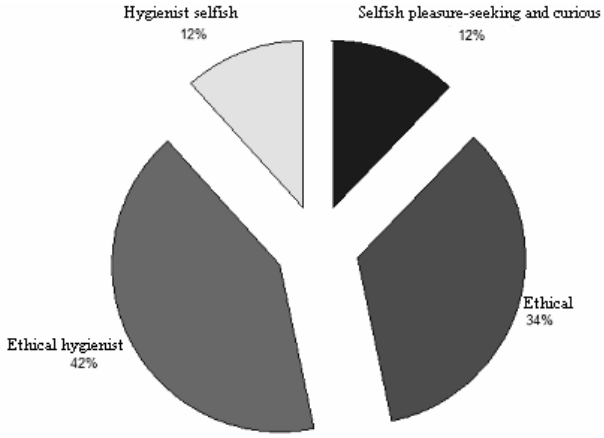
[6] A hierarchical procedure was used (Ward method) based on the usage of Euclidean distances to asses the level of similarity and dissimilarity.

Table 10 - Consumer profiles in Emilia Romagna

Group	Ethics	Curiosity	Caring for health
Selfish, pleasure-seeking and curious	Very negative	Positive	Very negative
Ethical	Positive	Negative	Negative
Ethical hygienist	Positive	Insignificant	Positive
Hygienist selfish	Very negative	Insignificant	Positive

Particularly four adequately characterized groups have been detected[7]. The first group, made of consumers for whom the curiosity component is far more important and the ethical and caring for health are far less important, was defined as those of **Selfish, pleasure-seeking and curious** consumers. They account for 12% of the sample in Emilia Romagna (figure 1).

Figure 1 – Consumer groups in Emilia Romagna



The second cluster was defined as those of **Ethical** consumers, since for them the ethical component is far more important. This group accounts for 34% of the sample.

The third group is defined of those **Ethical hygienist** consumers for whom the purchasing action is far more important and the other motivation is not so important. They account for 42% of the sample.

[7] The scree plot criteria was used to define the number of groups.

The last group is made of **Hygienist selfish** consumers for whom the caring for health motivation is slightly higher than the others and ethical motivations are not important. This group accounts for 12% of the sample.

In short, 76% of WS consumers in Emilia Romagna purchase FT products because of ethical motivations.

B. Results from Campania

Table 11 shows the KMO values and Bartlett test on sphericity referred to the sample in Campania.

Table 11 – KMO and Bartlett tests

KMO (Keiser Meyer Olkin) test		0.626
Bartlett test	χ^2 appross.	436.61
	df	45
	Sig.	0.0000

According to table 12 there are three extractable components accounting for 59% of the phenomenon variance.

Table 12 – Eigenvalues and percentage of total variance explained

	Eigenvalues			
Component	Variance	%	% cumulated	Histogram
1	2.56	26	26	**********
2	2.09	21	47	**********
3	1.28	13	59	**********
4	1.00	10	69	**********
5	0.72	7	76	*******
6	0.65	7	83	******
7	0.59	6	89	******
8	0.47	5	94	*****
9	0.34	3	97	***
10	0.31	3	100	***

Method: Principal component analysis

The analysis of table 13 leads us to detect the main purchasing components. Particularly, the first one is briefly described as **Curiosity** and is made of motivations linked to the experimentation of new consumption patterns (Curiosity, To have a different product and Because friends/relatives buy it). Its

composition is the same as the second component extracted for the sample in Emilia Romagna.

Table 13 – Component matrix rotated*

Elementary motivations	Component		
	1	2	3
To have a different product	0.84	-0.10	0.06
Curiosity	0.81	0.00	0.04
Price	0.64	0.22	-0.20
Because friends/relatives buy it	0.62	-0.04	-0.23
Quality/Wholesomeness of the product	-0.10	0.86	-0.04
Genuine/Made from organic farming products	0.01	0.82	0.14
The information supplied about the ways to prepare the product	0.14	0.62	0.33
Respect of guarantees for the workers involved in the product manufacturing	-0.25	0.06	0.79
Knowledge of history and tradition as to the product	-0.13	0.11	0.71
Solidarity	0.07	0.12	0.65

Rotation method: Varimax with Kaiser normalisation
* The rotation has reached convergence in 4 iterations

The second component is defined as **Caring for the product information** and is made of motivations linked to the general request for more information (The information supplied about the ways to prepare the product) and guarantees on the quality of the foodstuff purchased (Quality/Wholesomeness of the product and Genuine/Made from organic farming products). Its composition is similar but wider than the third component of the sample in Emilia Romagna.

The last extracted component is defined as **Ethics** since it is made of purchasing motivations referred to the principles of solidarity and fairness (Respect of guarantees for the workers involved in the product manufacturing and Solidarity) and referred to the interest in the knowledge of other civilizations and in the safeguard of traditional production techniques (Knowledge of history and tradition as to the product). Its composition is similar but less wide than the first component extracted for the sample of Emilia Romagna.

The homogenous groups resulted from the analysis on these results. Particularly, four adequately characterized groups (table 14) have been detected.

The first group is made of consumers for whom the information component is slightly higher and the curiosity component is not at all important. They are defined as **Careful but not curious** consumers. They account for 50% of our sample (figure 2).

The second cluster was defined as that of **Curious ethical non caring** consumers for whom both the ethical and curiosity components are important while the product information component is not important at all. They account for 11% of the sample.

The third group is made of consumers for whom the curiosity component has got a positive value and the ethical one has got a negative value. They were defined as **Selfish curious** consumers. They account for 7% of our sample.

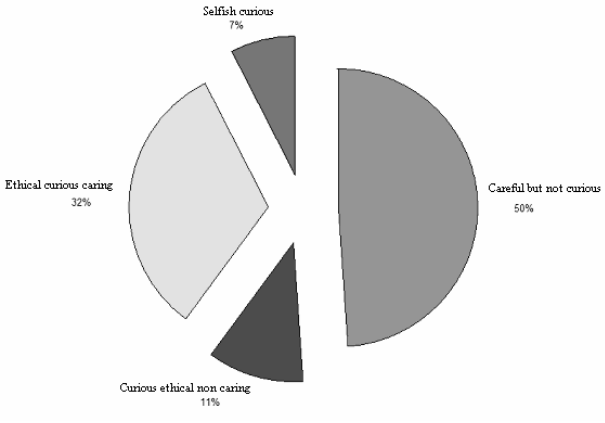
The fourth group was defined as that of **Ethical curious caring** consumers for whom all the three main purchasing components are important. This group is made of 61 consumers accounting for 32% of the sample (figure 3).

Briefly, 43% of WS consumers in Campania acquire Fair Trade products because of an ethical motivation.

Table 14 - Consumer profiles in Campania

Group	Ethics	Curiosity	Caring for product information
Careful but not curious	Insignificant	Negative	Positive
Curious ethical non caring	Positive	Positive	Very negative
Selfish curious	Very negative	Positive	Insignificant
Ethical curious caring	Positive	Very positive	Positive

Figure 2 – Consumer groups in Campania



C. Results from Puglia

Table 15 shows the KMO values and Bartlett test on sphericity referred to the sample in Puglia.

Table 15 – KMO and Bartlett tests

KMO (Keiser Meyer Olkin) test		0.689
Bartlett test	appross.	383.24
	df	45
	Sig.	0.0000

Tabella 16 – Eigenvalues and percentage of total variance explained

	Eigenvalues			
Component	Variance	%	% cumulated	Histogram
1	2.91	29	29	******************************
2	1.86	19	48	*******************
3	1.11	11	59	***********
4	0.99	10	69	**********
5	0.81	8	77	********
6	0.66	7	83	*******
7	0.49	5	88	*****
8	0.46	5	93	****
9	0.39	4	97	***
10	0.32	3	100	**

Method: Principal component analysis

According to table 16 there are three extractable components accounting for 59% of the phenomenon variance.

By interpreting the results of table 17 the main purchasing components are detected.

Particularly, the first one is briefly described as **Social responsibility** since it is made of motivations linked to the quest for guarantees about the "quality" of foodstuff. (Quality/Wholesomeness of the product and Genuine/Made from organic farming) and is made of the motivations that push consumers to buy, inhering in principles of solidarity and fairness (Respect of guarantees for the workers involved in the product manufacturing and Solidarity).

The second component may be defined as **Curiosity**, since it is made of motivations linked to the experimentation of new consumption patterns (To have a different product, Because friends/relatives buy it, Curiosity and Price).

The last extracted component is defined as **Caring for information** and is made of motivations linked to the interest in the knowledge of other civilizations and in the safeguard of traditional production techniques (Knowledge of history and tradition as to the product) and to the general quest for more information (The information supplied about the ways to prepare the product).

Tabella 17 – Eigenvalues and percentage of total variance explained

Elementary motivations	**Component**		
	1	**2**	**3**
Quality/Wholesomeness of the product	0.81	0.09	0.09
Genuine/Made from organic farming	0.76	0.14	0.06
Knowledge of history and of traditions related to the product	0.20	-0.06	0.87
The information supplied concerning the ways to prepare the product	0.22	0.22	0.83
Respect of guarantees for the workers involved in the product manufacturing	0.75	-0.16	0.23
Solidarity	0.64	-0.02	0.17
Curiosity	0.16	0.65	0.09
To have a different product	0.03	0.80	-0.05
Because friends/relatives buy it	-0.19	0.69	0.00
Price	0.06	0.49	0.34

Rotation method: Varimax with Kaiser normalisation
The rotation has reached convergence in 4 iterations

On the basis of these results, we detected homogenous groups of consumers (table 18).

The first group is made of consumers for whom the information component is far more important while the social responsibility and curiosity components are not important at all. They are defined as **Information caring** consumers. They account for 37% of sample in Puglia (figure 3).

The second cluster was defined as that of **Socially responsible** consumers for whom the social responsibility component is important while the other ones are not important at all. They account for 17% of our sample.

The third group, made of consumers for whom the three component are important, was defined as those of **Curios socially responsible information caring** consumers. They account for 39% of our sample.

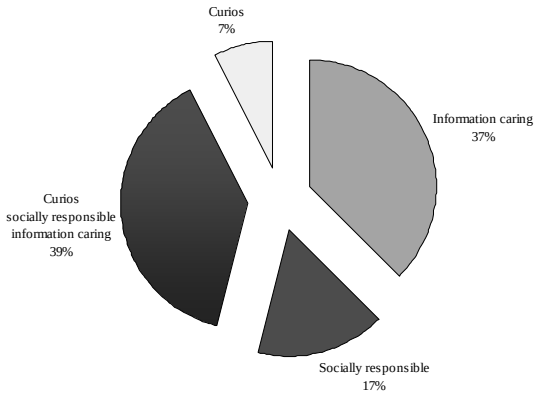
The last group is made of **Curios** consumers, for whom curiosity is the only component that is important. They account for 7% of our sample.

Table 18 - Consumer profiles in Puglia

Group	Social responsibility	Curiosity	Caring for information
Information caring	Negative	Negative	Positive
Socially responsible	Positive	Negative	Very negative
Curios socially responsible information caring	Positive	Positive	Positive
Curios	Very negative	Positive	Negative

In short, 56% of WS consumers in Puglia purchase FT products because of motivations inherent to social responsibility.

Figure 3 – Consumer groups in Puglia



The comparison of the three regions leads to the statement that a non marginal share of FT products are purchased at WSs because of non ethical motivations. Only 34% of the sample in Emilia Romagna, 17% in Puglia and 11% in Campania buy Fair Trade products mainly because of ethical motivations. By considering the first and second main motivation, 76% of respondents in Emilia Romagna, 56% in Puglia and 43% in Campania have ethical motivations among those explaining the purchase of FT products. Last, for 42% of respondents in Emilia Romagna the purchase of Fair Trade products is explained both by ethical motivations and caring for the wholesomeness of the product, while 37% of respondents in Puglia and 50% in Campania prefer FT products exclusively because of the product information contained in the label or collected through the direct contact with volunteers in the shop.

Consumers' purchasing motivations can be related to the social capital endowment of the province were the World Shops are located since the proportions of consumers, driven in their purchase exclusively by ethical motivations (34%, 17% and 11%), and the proportions of consumers, including ethical reasons among purchasing motivations (76%, 56% and 43%), are highly correlated to the civicness component of social capital endowment for the provinces analysed (table 1). Our analysis underlines a clear relation between social capital endowment and socially responsible behaviours of consumers. Furthermore, it is worthwhile noticing that the composition of the

main motivations is different in the three regions: the ethical component is wider for the sample in Emilia Romagna, since it also includes the interest towards the ways products are prepared. Also, caring for health could indicate a higher attention to the environment protection by consumers in Emilia Romagna while caring for product information in Campania and in Puglia is probably closer to the curiosity component. It is worthwhile mentioning that curiosity pushes 12% of consumers in Emilia Romagna, 46% in Puglia and 50% of consumers in Campania. That could be explained by the fact the curiosity is the first leverage pushing uninformed consumers to get into the shop, since World shops in Campania and in Puglia have been established later on.

Finally, we relate the level of ethicality or social responsibility of the group, arranged according to an increasing order, to the time of purchase of the product (table 19).

Table 19 - Test of the correlation between group ethical level and for how long consumers have been buying FT products

Pearson statistics	**Value**	**df**	**Asympt. sig. (2 ways)**
Emilia Romagna	18.62	12	0.0980
Campania	35.99	12	0.0003
Puglia	37.46	12	0.0002

The values of the χ^2, reported in table 19, show that the correlation between the group ethical level and the time of purchase of FT products is highly significant for Campania and Puglia and less significant for Emilia Romagna where, probably, the responsible consumer segment is mature in the knowledge and practice of FT product consumption, while in the other two regions seems to be growing terms of social responsibility.

V. CONCLUSIONS

This paper was aimed at detecting and analyzing the motivations behind the purchase of food in WSs in order to draw the profiles of WS's consumers, which vary in relation to the higher or lower ethical component of their purchasing motivation. Therefore, a questionnaire was devised and handed out to a sample of 200 WS consumers in Emilia Romagna, 200 WS consumers in Campania and 200 WS consumers in Puglia.

The first result of this study is that the WS consumers are not homogenous in terms of their motivations in the purchase of Fair Trade products even if they are considered as a niche segment. Comparing the results of the three regions, we found out that the ethical purchasing motivation of FT products is prevalent in Emilia Romagna, less widespread in Puglia and even less in Campania. That could be explained by the higher social capital endowment, and particularly its civic component, in Emilia Romagna rather than in Puglia and in Campania. However, the percentage of Puglia and Campania consumers buying because of an ethical motivation increases for those who have been acquiring for long which leads us to think that WSs help the reproduction of social capital. This result supports the idea that World Shops contribute to the diffusion of innovative models of consumption; besides, consumption can become an instrument of diffusion of social responsibility among consumers and, through their pressure, among for profit producers.

The presence of curiosity, among purchasing motivations, and the difficulty in finding FT products because world shops are far away also suggest that Fair Trade market penetration could increase with a more capillary distribution of products. The distribution through conventional outlets and the valorization of non-ethical attributes could also help.

The conclusions of the paper are that: i) social capital interferes with the motivations of those who apply the same innovative pattern of consumption, like the ethical consumption; ii) the two phenomena – social capital and ethical consumption – interact and are mutually influenced: one may suppose that ethical consumption, more widespread in those communities with higher endowment of social capital, may contribute to its reproduction; iii) consumption can become an instrument of social capital reproduction; iv) social capital influences the utility function of consumers through the inclusion of ethical and then altruistic arguments.

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